Curriculum Vitae

DR. JUGAL KISHOR, PH.D., MBA, UGC-JRF, UGC-NET

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a: +918077635720

- Scopus ID 57218542328
- h-index-3 (Google scholar)
- i10-index-2 (Google Scholar)



CAREER OBJECTIVE

 To achieve high career growth through a continuous learning process and keep myself dynamic, visionary, and competitive with the changing scenario of the world.

EMPLOYMENT EXPERIENCE: 5.3 Years

Teaching and Research (June 2022 to till date): Assistant Professor
 Central University of Rajasthan
 Rajasthan

Job Responsibilities

- Teaching ICT Lab and Workshop-Programming Concepts, Emerging Digital Technologies, Seminar/Term Paper/Case Study, Production and Operations Management, SPSS
- Co-ordinator Placement Committee
- Member of Departmental Committees
- 2. Teaching and Research (October 2020 to January 2022): Assistant Professor Presidency University, Banglore

Job Responsibilities

- Teaching Marketing Management, Business Statistics, Integrated Marketing Communication, Customer Relationship Management, Principles and Practices of Management.
- Member Exam-Committee
- Member Ph.D Committee
- Member of 5 days FDP (2021)
- Member of International Conference (2021)
- 3. Teaching and Research (January 2015 to January 2020): Assistant Professor

 Central University of Rajasthan

Job Responsibilities

- Teaching Marketing Management, Integrated Marketing Communication, Business Statistics, Business Forecasting and Planning Techniques, Quantitative Techniques
- Member Exam-Committee

- Member Admission Committee
- Member of Student cell
- Attendance co-ordinator
- Member of National Conference (2018)
- Member of International Conference (2015)

QUALIFICATION

• Ph.D 'Marketing' : Gurukula Kangri Vishwavidyalaya, Haridwar in 2015.

Thesis title "Analysis of Social Networking Sites (SNSs):

A Study on Effect of Social Sites Advertisement on its

Users"

UGC-JRF : December 2010 in Management.
 UGC-NET : December 2010 in Management.

MBA-Marketing : Uttarakhand Technical University, Dehradun in 2008-2010.

B.Sc. : Kumaun University, Nainital in 2004-2007.

ADDITIONAL QUALIFICATION

Diploma

• in Software Technology session 2004-05 under "PROJECT SIKHER" Govt. of Uttaranchal from ECIT.

AREA OF INTEREST

• Marketing Management, Integrated Marketing Communication, Marketing Research, Business Statistics, Research Methodology, and Quantitative Techniques.

ACADEMIC YIELD: SUMMARY

Journal publication- international (Scopus indexed) : 08

Journal publication-international (Peer-reviewed) : 05

Journal publication- national (Peer-reviewed) : 06

Conference proceeding : 04

Book chapter-international (01-Scopus indexed) : 02

Journal research paper under review (Scopus indexed): 01

Working research paper : 01

Resource person: Research methodology workshop : 03

Conference paper presentation-international : 03

Conference paper presentation- national : 09

International/National conference attended : 07

Professional training/workshop attended : 18

Journal reviewer : 03

Workshop/FDP organised : 02

Conference organised : 04

International/National webinar attended : 20

JOURNAL PUBLICATION-INTERNATIONAL (Scopus indexed) (N=08)

- 1. Kishor, J. (2022) "The nexus of sync advertising as an innovative advertising technique into consumer cognitive response" *International Journal of Business Innovation and Research*, ISSN: 1751-0260 (Article in press, Scopus Indexed)
- Kishor, J. (2022) "Deriving hierarchy of measures of green advertising using AHP analysis for a sustainable environment" *International Journal of Business Excellence*, Vol. 26, No.04, pp. 438-455, ISSN:1756-0055 (Scopus indexed) http://dx.doi.org/10.1504/IJBEX.2022.122744
- Kishor, J. (2022) "Digital marketing modelling: a sustainable competitive advantage for SMEs" World Review of Entrepreneurship, Management and Sustainable Development, Vol. 18, No.04, pp. 404-428, DOI: 10.1504/WREMSD.2022.10046817 ISSN: 1746-0581 (Scopus indexed) http://dx.doi.org/10.1504/WREMSD.2022.123764
- Kishor, J (2022) "Strategic assessment of influential determinants of social media engagement among SMEs" *International Journal of Procurement Management*, Vol. 15, No.03, pp. 365-388, ISSN: 1753-8440 (Scopus Indexed) http://dx.doi.org/10.1504/IJPM.2022.122561
- 5. Kishor, J., Bhardwaj, S.K., and Sharma, S. (2021) "An evaluation model for measuring the impact of omnichannel information processing on digital shopping decisions" *International Journal of Procurement Management*, ISSN: 1753-8440 (Article in press, Scopus Indexed)
- Kishor, J. (2021) "Cultivating society's environmental concern through green advertising: an empirical analysis among Jaipur citizens" International Journal of Business Excellence, Vol. 25, No. 01, pp. 75-96, ISSN:1756-0055 (Scopus indexed) http://dx.doi.org/10.1504/IJBEX.2021.118179
- 7. Kishor, J. (2021) "Moderating role of entrepreneurial marketing in enhancing society through social entrepreneurship: an Indian perspective" **International Journal of Business and Globalisation**, Vol. 28, No. 4, pp. 450-467, ISSN: 1753-3635 (Scopus indexed), http://dx.doi.org/10.1504/IJBG.2021.117350

8. Kishor, J. (2020) "Celebrity Entrepreneurship and Advertising Effectiveness: An Empirical Test" *International Journal of Business and Globalisation*, Vol. 25, No. 2, pp. 224-240. DOI: 10.1504/IJBG.2020.10030128, ISSN: 1753-3635 (Scopus indexed) http://dx.doi.org/10.1504/IJBG.2020.107882

JOURNAL PUBLICATION- INTERNATIONAL (N=05)

- 1. Singh, M.R.P. and Kishor, J. (2018) "Impact of demographic variables on patients' perception towards Doctors and supportive staff of specialty hospitals in Rajasthan" *Voice of Research*, Vol.07, Issue:03, pp. 37-40, ISSN::2277-7733.
- 2. Kishor, J. and Singh, V.K. (2014) "An Empirical Study on Shopping Tendency Through Social Networking Sites (SNSs)" *International Journal of Advance Research in Management and Social Sciences*, Vol. 03, Issue:8, pp. 49-62. ISSN:2278-6236.
- 3. Sharma, S., Singh, V.K., Kishor, J., and Sharma, N. (2014) "A Study on Customer Perception towards Service Quality and Delivery with Reference to E-Banking" **The International's Research Journal of Economics & Business Studies** (RJEBS, Singapore), Vol. 03, Issue 04, pp. 27-35, ISSN:2251-1555.
- 4. Sharma, R., Kishor, J., and Sharma, N. (2014) "Management of Marketing, Banking, Business and Finance for Sustainable Economy" *International Journal of Management and International Business Studies*, Vol.4, Issue 2, pp. 129-134, ISSN: 2277-3177.
- 5. Sharma, N., Singh, V.K. and Kishor, J. (2013) "Demographic Differences Causes and Impact of Workplace Production Deviance on Organizations: An Empirical Study on Non-Punctuality of Employees in Service Cluster" in **Research Journal of Social Science & Management** (RJSSM, Singapore), Vol., 03, Issue 08, pp. 99-106, ISSN:2251-1571.

JOURNAL PUBLICATION-NATIONAL (N=06)

- 1. Singh, M.R.P. and Kishor, J. (2020) " Analysing Catalysing Drivers of recycling Intent Among SMEs" HSB Research Review, Vol. 15, Issue, 02, pp 53-68, ISSN: 0976-1179.
- 2. Singh, M.R.P. and Kishor, J. (2019) "Doctors and Administrative Staffs' Perception towards Healthcare Services of Specialty Hospitals in Rajasthan" *BHU Management Review*, Vol. 07, Issue 01, pp. 39-46, ISSN: 22310142.
- 3. Kishor, J., Singh, V.K., Sharma, N., and Sharma, S. (2013) "An Empirical Study on Use of Social Networking Sites (SNSs): A Case Way Dissection" **Business Vision**, Vol. 08, issue 01, pp. 33-42, ISSN: 0973-1369.
- 4. Sharma, S., Singh, V.K., Kishor, J., and Sharma, R. (2013) "CRM as an Imperative Approach for e-banking: Perception of Customers towards SBI, PNB ICICI & HDFC of

Roorkee, Uttarakhand" *IMR Management Speak*, Vol. 06, Issue 02, pp. 32-39, ISSN: 2331-1467.

- 5. Kishor, J. and Arya, A. (2013) "Role of Green Marketing in Economic Development: A Sustainable Approach" *Lingaya's Lalita Devi Journal of Professional Studies*, Vol. 3, Issue-1, pp. 7-11, ISSN: 2230-987X.
- 6. Sharma, S., Sharma, R., and Kishor, J. (2013) "Emerging Trends in Corporate Social Responsibility in India- A Descriptive Study" *Global Journal of Commerce and Management Perspective*, G.J.C.M.P., Vol. 2, Issue 2, pp.-58-62, ISSN: 2319-7285.

CHAPTER IN BOOK-INTERNATIONAL- (Scopus indexed-01) (N=02)

- 1. Kishor, J., and Sharma, S. (2020) "SMEs and Digital Marketing Design" in book Organising Entrepreneurship and MSMEs Across India, by World Scientific Publishing, Singapore, ISBN:978-981-121-273-4, DOI:10.1142/11622.
- 2. Kishor, J., and Sharma, S. (2022) "Nurturing dynamic competencies: An innovative approach for SMEs sustainable growth" in book Indian SMEs and Startups: Growth through Innovation and Leadership, by World Scientific Publishing, Singapore, (In press)

RESOURCE PERSON (N=05)

- 1. Resource speaker at National Seminar on "Startup in India: Opportunities and Challenges" organized by the Department of Commerce, Govt. P.G. College, Sheopur, Madhya Pradesh on 10.02.2023.
- 2. Resource speaker at four-week Research Methodology workshop from 12.12.2022 to 23.01.2023, organised by the School of Social Sciences, Central University of Rajasthan
- 3. Resource speaker at one week workshop on "SPSS/Econometrics and Analysis & Interpretation" from 29th November to 4th December 2021 organised by Vivekananda Global University, Jaipur.
- 4. Resource speaker at one day workshop on "Quantitative Analysis" on 21st November 2020, organised by FRAN.
- 5. Resource speaker at 3 days workshop on "SPSS" from 6 to 8 November 2020 organised by Social Development and Research Association (SDRA).

WORKSHOP/CONFERENCE ORGANISED (N=05)

 Member of the organizing committee for Curaj-IDSC International Conference on Disability and the Everyday: Interdisciplinary Perspective, Department of English, central University of Rajastahn, from 8th to 10th February, 2023

- 2. Member of organizing committee for International Conference on "Applied Management Trends and Perspective in Business Growth Trajectory" at Presidency University, on 08.05.2021.
- 3. Member of organizing committee for 5 days Faculty Development Program on "Experiential Learning as a New Teaching Pedagogy for Marketing 4.0" at Presidency University, from 17.04.2021 to 21.04.2021.
- 4. Member of organizing committee for International Conference on "Management Innovations" at FMS, Gurukul Kangri University, Haridwar, U.K., from 10th to 12th February 2014.
- 5. Member of organizing committee for MDP/FDP on "DATA ANALYSIS USING SPSS" at FMS, Gurukula Kangri University, Haridwar, from 23rd to 24th March 2013.

CONFERENCE PROCEEDINGS PUBLICATION (N=04)

- 1. Kishor, J., Singh, V.K., and Sharma, N. (2014) "Influence of Pricing on Sales: An Insight into Indian Car Market with Reference to Chevrolet, Ford, Hyundai and Maruti Suzuki" Bloomsbury Publishing India Pvt. Ltd., Page no- 49-57, ISBN:978-93-84052-33-1.
- 2. Sharma, N., Kok, M., and Kishor, J. (2014) "Neuromarketing- A Step Ahead of Traditional Marketing Tools", McGraw Hill Education (India) Private Limited, page no-551-555, ISBN(13): 978-93-392-0324-5, ISBN (10): 93-392-0324-0.
- 3. Sharma, R., Sharma, S., and Kishor, J. (2014) "Role of Education in Indian Economy" Indian Economy- Development, Prospects and perspectives, Bharat Publication, page no. 510, ISBN:978-93-81212-77-6
- 4. Kishor, J., Sharma, S., and Sharma, R. (2012) "Service Sustainability, Benchmarking and Marketing Projection in Aviation Industry (AI)- A case Study with Reference to Indian Aviation Cluster" *Emerging Marketing Paradigms, Excel India Publisher*, page no-404-414, ISBN: 978-93-82062-73-8.

PROFESSIONAL TRAINNING/WORKSHOP/FDP ATTENDED (N=18)

- 4-Week Faculty Induction/Orientation Programme for "Faculty in Universities/Colleges/Institutes of Higher Education" from 21 December, 2022 - 19 January, 2023 and obtained Grade A+, organised by Teaching Learning Centre, Ramanujam College, University of Delhi.
- 2. Online two week refresher course in "Advanced Research Methodology" from 23 January, 2023 to 06 February, 2023 and obtained grade A+, organised by Teaching Learning Centre, Ramanujam College, University of Delhi.
- 3. Workshop on "Basic Research Methodology" organized by Western Regional Centre, ICSSR in association
- 4. Workshop on "Basic Research Methodology" organized by Western Regional Centre, ICSSR in association with Department of Commerce, University of Mumbai from 8th June 2020 to 13th June 2020.

- 5. Workshop on "Emerging Dimensions of Qualitative Research" organized by University Institute of Applied Management Sciences Panjab University, Chandigarh, from 8th June 2020 to 13th June 2020.
- 6. Workshop on "E-Business Model for developing Economies" organized by Central University of Rajasthan, from 5^{th} August 2019 to 9^{th} August 2019.
- 7. Workshop on "Multivariate Data Analysis" organized by IIT-Roorkee, from 28th May 2018 to 1st June 2018.
- 8. Workshop on "Social Media Marketing" organized by IIT-Roorkee, from 22nd May 2017 to 26th May 2017.
- 9. Workshop on "Entrepreneurship Competency Development Program" organized by IIT-Roorkee, from 13th June 2016 to 17th June 2016.
- 10. Workshop on "Case Based Learning in Business & Management" organized by IIT-Roorkee, from 15th June 2015 to 19th June 2015.
- 11. 2nd workshop on "Data Analytics" organized by the school in association with the Department of science and technology (GoI) at Guru Gobind Singh Indraprasth University, New Delhi, from 18th May 2015 to 22nd May 2015.
- 12. Faculty Development Program on "Analytical Technique For Research" at Guru Gobind Singh Indraprasth University, New Delhi, from 30th December 2013 to 5th January 2014.
- 13. 7 Days National Workshop on "Research Methodology For Management & Statistical Analysis Using Ibm Spss Statistics 22.0" at ITM University Gwalior, from 26th May to 1st June, 2014.
- 14. FDP on "Entrepreneurship Development" at Birla Institute of Technology, Noida Campus, from 7^{th} to 19^{th} January, 2013.
- 15. 7 Days National Workshop on "Research Methodology for Management & Statistical Analysis using IBM SPSS Statistics 20.0" at ITM University, Gwalior, from 27th May to June 2013.
- 16. 2nd one day workshop on "Patent and Intellectual Property Rights" jointly organized by Uttarakhand State Council of Science & Technology (UCOST) and IPR cell, Gurukul Kangri University, Haridwar at FMS, Gurukul Kangri University, on 7th February 2015.
- 17. Workshop on "Harnessing intellectual property & its Management for growth and prosperity" organized by Uttarakhand State Council of Science & Technology (UCOST)

- and Gurukul Kangri University, Haridwar in association with National Research Development Corporation, New Delhi (NRDC) on 17th May 2014.
- 18. "Entrepreneurship Awareness Camp" Sponsored by Entrepreneurship Institute of India, Gujrat, at FMS, Gurukula Kangri University, Haridwar. 22nd to 24th February 2014.
- 19. MDP/FDP on "Data Analysis Using SPSS" at FMS, Gurukula Kangri Vishwavidyalaya, Haridwar, from 23rd to 24th March 2013.
- 20. Workshop on "Entrepreneurship Awareness Camp" Sponsored by Entrepreneurship Institute of India, Gujrat, at FMS, Gurukula Kangri University, Haridwar. 16th to 18th March 2013.

RESEARCH PAPER PRESENTED-INTERNATIONAL CONFERENCE (N=03)

- 1- "2nd Doctoral Colloquium" at SOM, Presidency University, Bengaluru, paper titled "Digitisation: Towards Enhanced Competitiveness of SMEs" from 9th to 10th December 2022.
- 2- International Conference on "Management Innovations" at FMS, Gurukul Kangri University, Haridwar, U.K., paper titled "Neuromarketing: A step ahead of traditional marketing tools" from 10th to 12th February 2014.
- 3- International Conference on "Innovative management Practices for Global competitiveness" at Lingaya's Lalita Devi Institute of Management & Science, New Delhi. Paper titled "Role of Green Marketing In Economic Development: A Sustainable Approach", 2nd November 2012.
- 4- International Conference on "Marketing Paradigms in Emerging Economies" at FMS, Bnaras Hindu University, Varanasi. Paper titled "Benchmarking and Marketing Projection in Aviation Industry (AI)- A case Study with Reference to Indian Aviation Cluster", 4th to 5th December 2012.

RESEARCH PAPER PRESENTED - NATIONAL CONFERENCE (N=09)

- 1- National Conference on "Future Trends in Commerce: Challenges and Sustainability" Organised by the Department of Commerce, Bharath Institute of Science and Technology, Paper titled "Digitisation as a strategic agility for gaining the competitive advantages for SMEs" on 30th November 2022.
- 2- National Seminar on "Role of Women in Unpaid Care Work Issues, Challenges, and Strategies" organised by Department of Management, Central University of Rajasthan, Paper titled "Unpaid Care Work: Critical Analysis of Issues and Challenges" on March 27th -28th, 2018.

- 3- National Conference on "Vision India: Empowering Youth" Organised by Methodist Girls' P.G. College & Susana Girls' B.Ed College, Roorkee, Paper titled "Make in India: Catalyst Indian Economy" on 18th to 19th March 2016.
- 4- National Conference on "Business and Social Science" Organised by F.M.S, Gurukul Kangri University, Haridwar (U.K.), Paper titled "Social Network Marketing in 21st Century" on 27th April 2014.
- 5- National Seminar Sponsored by Indian Council of Social Sciences Research, New Delhi on Rural Development Through MNREGA: New Challenges and Solutions at B.S.M.P.G. College, Roorkee (Haridwar, U.K.), Paper titled "Contribution of MNREGA in Rural Development", 4th to 5th October 2013.
- 6- National Seminar Sponsored by U.G.C New Delhi on Managerial Excellence and Human Rights at S.M.J.N.(P.G.) College, Haridwar, Paper titled "Role of Human Rights in Managerial Excellence". from 27th to 28th January 2013.
- 7- National Seminar on "Human Right Protection" at FMS, Gurukula Kangri Vishwavidyalaya, Haridwar, Paper titled "Mahila Shashaktikaran: Adhunik Yug", from 15th to 17th February 2013.
- 8- National Seminar on "Strategies for Sustainable Competitive Advantage in a Globalized Era" at ITM, University Gwalior, Paper titled "Moving from Corporate Social Responsibility towards Personal Social Responsibility", from 8th to 9th March 2013.
- 9- National Seminar on "Indian Economy in the Post Reform Era" at DHSS, NIT, Kurukshetra, Paper titled "Barriers to Entrepreneurship in Emerging Economies with Special Reference to India", from 19th to 20th April 2013.
- 10-UGC- National Seminar on "Public Private Partnership in Global Perspective" at Department of Commerce, Kirori Mal College, University of Delhi, Paper titled "PPP in Global Perspective", from 22nd to 23rd April 2013.

CONFERENCE/SEMINAR ATTENDED (N=10)

- 1- International Conference on "Recent Advances in Business Technology" Organised by S.S. Jain Subodh Management Institute, on 30th July, 2022.
- 2- 7th Doctoral Research International Conference on "Social Sciences, Humanities and Interdisciplinary Research" jointly organised by North-Eastern Hill University (NEHU), Shillong and Indian Society for Training and Development, Shillong Chapter, Shillong, on 28th July 2022.

- 3- "Webinar on Authentication: Password & Beyond" organised by Bharati Vidyapeeth's Institute of Computer Application and Management (BVICAM), New Delhi, on 23rd July 2022
- 4- Seminar on "Effective research planning and execution using Scopus and ScienceDirect" organized by University of Jammu, on 17th December 2021
- 5- International Conference on "Optimization, Computing and Business Analysis for Sustainable Development" organized by Department of Management, central University of Rajasthan, on 20-22 February 2015.
- 6- World Intellectual Property Right Day Organized by Uttarakhand State Council for Science and Technology, Department of Science & Technology, (Govt. of Uttarakhand), on 26th April 2014.
- 7- National Seminar at Shri Ram College of Management, Muzaffarnagar (U.P.) on "Industrial Development In India: Relevance to Global Scenario & Challenges", on 23rd March 2014.
- 8- National Seminar at Department of commerce, Kurukshetra University, Kurukshetra on "Business Solution for Sustainable and Inclusive Growth", from 15th to 16th March 2013.
- 9- National Conference at Technological Institute of Textile and Sciences, Bhiwani on "Emerging Challenges in Technical Education", on 30th March 2013.
- 10-Industry Academia Summit at FMS, Gurukula kangri Vishwavidyalaya on "Designing of Management Course Curriculum", on 12th December 2012.
- 11- National Seminar at B.S.M. (P.G.) College, Roorkee, Uttarakhand on "Food security in India", from 8th to 9th October 2012

I.T. EXPOSURE

- Practical knowledge of Statistical package SPSS.
- Python Programming
- R Programming
- MS Office.

ACADEMIC PROJECTS / PRESENTATION

- Presentation on small-scale industries.
- Presentation on summer training project report titled "Analysis of market share of HCL in SIDCUL Rudrapur, Udham Singh Nagar U.K."

EXTRA-CURRICULAR ACHIEVEMENTS

- Participation in 'National Child Science Congress'.
- Participation in 'National Service Scheme'.
- Participation in 'Scout Guide'.
- Secured 2nd position in advertising and branding quiz held at IMS Dehradun on 25th February 2010.
- Participated in Career Edge Program at IMS Dehradun on 5th May 2010.

REFERENCES

- 1- Prof. Subhash Dhuliya, Former Vice Chancellor, Uttarakhand Open University, Uttarakhand. Mob-+919312266340. E.Mail-sdhuliya@gmail.com
- 2- Prof. V.K. Singh, Professor, Dean & Head at FMS, Gurukula Kangri Vishwavidyalaya, Haridwar, U.K. Mob- +917500133344, E.Mail-drvksingh1969@gmail.com

Signature